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AHAM

# NEWS RELEASE

*A Report to Communicators of Home Appliance Information*

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
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## RECORD APRIL

## FOR MAJOR HOME APPLIANCES

CHICAGO -- Over 3.7 million major home appliances were shipped in April, establishing a new record for the month, reports the Association of Home Appliance Manufacturers (AHAM).

Total monthly shipments were up 6.7%, surpassing last April's previous high by over 200,000 units.

April shipments were strong for practically all products, with double-digit increases recorded in three of the five product categories: kitchen cleanup, up 15.8%; food preservation, up 15.3%; and home laundry, up 10.6%.

It was the best April ever for shipments of microwave ovens (879,300 units), automatic washers (446,200 units), dishwashers (336,700 units) and electric dryers (257,300 units).

Home comfort appliances were down, as expected, because moderate weather prevailed in most of the country.

Year-to-date shipments, up 1.8% over last year's same period, continue to lead 1985's record levels. This pattern is likely to continue for several more months since consumer buying plans for major appliances are at an all-time high. According the Conference Board's April survey,

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43% of households planned to buy a major appliance within six months.

The industry forecast calls for a near-record shipment of 41.4 million units this year.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
April, 1986

| | April 1986 | April 1985 | % Change | Calendar Year to Date 1986 | 1985 | % Change |
|---|---|---|---|---|---|---|
| **ALL MAJOR APPLIANCES*** | **3,748.8** | **3,512.5** | **+ 6.7%** | **14,019.8** | **13,761.5** | **+ 1.8%** |
| **COOKING - TOTAL** | **1,129.6** | **1,059.9** | **+ 6.6** | **4,705.5** | **4,305.1** | **+ 9.3** |
| ELECTRIC RANGES - TOTAL | 265.6 | 251.2 | + 5.7 | 1,024.7 | 967.5 | + 5.9 |
| Free Standing | 218.2 | 205.7 | + 6.1 | 838.6 | 786.1 | + 6.7 |
| Built-In | 47.4 | 45.6 | + 4.0 | 186.1 | 181.4 | + 2.6 |
| MICROWAVE OVENS/RANGES** | 879.3 | 826.6 | + 6.4 | 3,740.7 | 3,402.9 | + 9.9 |
| **HOME LAUNDRY - TOTAL** | **771.5** | **697.7** | **+10.6** | **3,066.7** | **2,961.2** | **+ 3.6** |
| AUTOMATIC WASHERS | 446.2 | 411.5 | + 8.4 | 1,742.4 | 1,703.1 | + 2.3 |
| DRYERS - TOTAL | 325.4 | 286.1 | +13.7 | 1,324.3 | 1,258.2 | + 5.3 |
| Electric | 257.3 | 225.2 | +14.3 | 1,036.5 | 988.3 | + 4.9 |
| Gas | 68.1 | 61.0 | +11.6 | 287.8 | 269.8 | + 6.7 |
| **KITCHEN CLEAN UP - TOTAL** | **653.2** | **563.9** | **+15.8** | **2,668.7** | **2,544.5** | **+ 4.9** |
| DISPOSERS | 300.5 | 275.3 | + 9.2 | 1,370.5 | 1,377.5 | - 0.5 |
| DISHWASHERS - TOTAL | 336.7 | 276.0 | +22.0 | 1,237.7 | 1,113.9 | +11.1 |
| Built-In | 319.7 | 258.4 | +23.7 | 1,159.2 | 1,028.9 | +12.7 |
| Portable | 17.0 | 17.6 | - 3.4 | 78.5 | 85.0 | - 7.7 |
| COMPACTORS | 16.0 | 12.6 | +27.0 | 60.5 | 53.1 | +13.9 |
| **FOOD PRESERVATION - TOTAL** | **648.1** | **561.9** | **+15.3** | **2,170.0** | **2,072.4** | **+ 4.7** |
| REFRIGERATORS | 549.4 | 471.8 | +16.5 | 1,823.9 | 1,713.7 | + 6.4 |
| FREEZERS - TOTAL | 98.7 | 90.1 | + 9.5 | 346.1 | 358.7 | - 3.5 |
| Chest | 53.2 | 45.1 | + 18.0 | 186.6 | 183.9 | + 1.5 |
| Upright | 45.5 | 45.0 | +1.1 | 159.5 | 174.9 | - 8.8 |
| **HOME COMFORT - TOTAL** | **546.4** | **629.2** | **-13.2** | **1,399.9** | **1,878.2** | **-25.5** |
| ROOM AIR CONDITIONERS | 456.3 | 523.8 | -12.9 | 1,185.3 | 1,543.1 | -23.2 |
| DEHUMIDIFIERS | 90.0 | 105.3 | -14.5 | 214.5 | 335.1 | -36.0 |
| **GAS RANGES***** | **143.6** | **125.4** | **+14.5** | **608.2** | **547.8** | **+11.0** |

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

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# NEWS RELEASE

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## MAY HOME APPLIANCE SHIPMENTS TIED FOR SECOND-BEST MONTH

CHICAGO -- The major appliance industry shipped over 3.9 million units in May to equal the second-highest monthly shipment on record, reports the Association of Home Appliance Manufacturers (AHAM).

The industry's first 3.9-million-unit monthly shipment occurred in March 1985.

Even though May shipments tied the second-highest month on record, they were 6.5% lower than May of 1985 -- the all-time record month with shipments of nearly 4.2 million units.

Product shipments were up 5.5% for dishwashers, 1.0% for refrigerators and 0.6% for clothes dryers in May.

The high inventory carryover of home comfort appliances resulting from last year's unseasonably cool weather contributed to the shortfall in total May shipments. Home comfort appliances were down 30.6% for the month.

For most of the other product categories, monthly shipments were down only marginally.

In year-to-date comparisons, all products recorded shipment increases ranging from 1.4% to 10.0%, except home comfort appliances, freezers and disposers. The year-to-date total of 17.9 million units equaled

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the total recorded for the same period last year, industry's record year.

This year, the industry forecast calls for a near-record shipment of 41.4 million units.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
May, 1986

| | May 1986 | May 1985 | % Change | Calendar Year to Date 1986 | 1985 | % Change |
|---|---|---|---|---|---|---|
| **ALL MAJOR APPLIANCES*** | **3,908.7** | **4,182.0** | **- 6.5%** | **17,925.4** | **17,943.5** | **- 0.1%** |
| **COOKING - TOTAL** | **1,294.0** | **1,297.7** | **- 0.3** | **6,000.8** | **5,602.9** | **+ 7.1** |
| ELECTRIC RANGES - TOTAL | 257.4 | 260.5 | - 1.2 | 1,283.3 | 1,228.0 | + 4.5 |
| Free Standing | 213.1 | 213.4 | - 0.1 | 1,051.9 | 999.5 | + 5.2 |
| Built-In | 44.3 | 47.1 | - 5.9 | 231.4 | 228.5 | + 1.3 |
| MICROWAVE OVENS/RANGES** | 1,051.0 | 1,055.7 | - 0.5 | 4,791.7 | 4,458.5 | + 7.5 |
| **HOME LAUNDRY - TOTAL** | **767.9** | **775.0** | **- 0.9** | **3,824.6** | **3,736.2** | **+ 2.6** |
| AUTOMATIC WASHERS | 459.0 | 467.9 | - 1.9 | 2,201.5 | 2,171.0 | + 1.4 |
| DRYERS - TOTAL | 308.9 | 307.1 | + 0.6 | 1,633.1 | 1,565.2 | + 4.3 |
| Electric | 243.6 | 245.9 | - 0.9 | 1,280.1 | 1,234.2 | + 3.7 |
| Gas | 65.2 | 61.2 | + 6.5 | 353.0 | 331.0 | + 6.7 |
| **KITCHEN CLEAN UP - TOTAL** | **637.0** | **664.1** | **- 4.1** | **3,305.7** | **3,208.6** | **+ 3.0** |
| DISPOSERS | 317.8 | 360.1 | -11.8 | 1,688.4 | 1,737.6 | - 2.8 |
| DISHWASHERS - TOTAL | 301.1 | 285.5 | + 5.5 | 1,538.9 | 1,399.4 | +10.0 |
| Built-In | 283.8 | 268.5 | + 5.7 | 1,443.0 | 1,297.4 | +11.2 |
| Portable | 17.3 | 17.0 | + 1.8 | 95.9 | 102.0 | - 6.0 |
| COMPACTORS | 18.0 | 18.5 | - 2.7 | 78.4 | 71.7 | + 9.3 |
| **FOOD PRESERVATION - TOTAL** | **675.9** | **676.2** | **--** | **2,846.0** | **2,748.5** | **+ 3.6** |
| REFRIGERATORS | 569.7 | 563.9 | + 1.0 | 2,393.6 | 2,277.5 | + 5.1 |
| FREEZERS - TOTAL | 106.3 | 112.3 | - 5.3 | 452.4 | 471.0 | - 4.0 |
| Chest | 58.6 | 59.5 | - 1.5 | 245.2 | 243.3 | + 0.8 |
| Upright | 47.7 | 52.8 | - 9.7 | 207.2 | 227.7 | - 9.0 |
| **HOME COMFORT - TOTAL** | **533.8** | **769.1** | **- 30.6** | **1,938.4** | **2,647.3** | **-26.8** |
| ROOM AIR CONDITIONERS | 451.4 | 632.4 | -28.6 | 1,636.7 | 2,175.5 | -24.8 |
| DEHUMIDIFIERS | 82.4 | 136.7 | -39.7 | 301.6 | 471.8 | -36.1 |
| **GAS RANGES***** | **147.9** | **143.4** | **+ 3.1** | **759.0** | **691.2** | **+ 9.8** |

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.